

West End Opportunity Partnership Request for Funding Proposal



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I. Introduction

The West End Opportunity Partnership (The Partnership) a non-profit corporation was created by Kentucky Statute in 2021 to revitalize the West Louisville neighborhoods. After facilitating community engagement sessions to gather input on the various community and business development projects that are a necessity for the growth and sustainability of our neighborhoods, The Partnership is poised to begin implementation of funding development projects solely focused on the revitalization of the West End of Louisville

The Partnership is now accepting funding proposals from qualified firms interested in the development and creation of businesses located in the Nine Neighborhoods of the West End of Louisville. Development area includes the neighborhoods of Algonquin, California, Chickasaw, Park DuValle, Park Hill, Parkland, Portland, Russell, and Shawnee. Proposals should align with the revitalization goals of these communities and demonstrate a commitment to fostering economic growth, community engagement, and long-term sustainability in the West End of Louisville.

II. Considerations Prior to Funding

Provide an overall summary of the project for which the requested fund amount will be utilized. This summary should include a comprehensive description of the project along with details concerning the metrics listed within this section.

Who does the project serve?

- Describe the specific group of people expected to utilize the operational entity.
- Explain in what way the entity's daily end-user will patronize the business.

How does the project benefit the community?

- What resources does the project provide for the community?
- Explain how the community will benefit from the use of the operational entity. Will the entity be unique to the community?

Describe the planned location of the operational entity.

- In what neighborhood will the entity be located within the West End of Louisville? Is the planned location accessible by public transportation?
- Explain your efforts to obtain community support for the proposed project prior to requesting support from The Partnership. Community support may be demonstrated by letters of support from community members or organizations. (This criterion was recommended to the Board for approval by The Partnership's Finance Committee on October 15, 2024 and will be submitted for Board approval at its December 2, 2024 meeting.)

III. Applicant Qualifications

Applicants are required to provide detailed information covering the following qualifications:

Company Biography

- Provide information detailing the entity's history and that of its founders.

- Describe the core competencies of the entity.
- Provide the location of the Headquarters.
- Provide Duns/UEI and CAGE Code if applicable.
- Provide the entity's connection if any to the West End of Louisville.

Historical Performance

- Provide detail on a minimum of five major projects completed by the entity including total project cost.

Financial Documentation

- Provide the most recent quarter financial documents (Balance Sheet/Profit and Loss/Cash flow).
- Provide evidence of profitability and working capital.

Credit & Insurance Information

- Provide evidence of being creditworthy and demonstrate a reasonable ability to repay the loan.
- Summarize fidelity bond coverage, errors and omissions, employee dishonesty, liability insurance, and other liability coverage your firm carries.

IV. Project Plan

Applicants are to provide a comprehensive outline of the forecasted execution of the project. Adherence to the submitted and approved plan will be the responsibility of the awardee. Assurance of adherence will be overseen by The Partnership via quality control oversight. The Project Plan should include the goals and objectives concerning allocation of awarded funds, along with providing details concerning the metrics listed within this section.

Fund Request

- Provide information concerning the amount that is being requested from *The Partnership*.
- Provide details of the project's budget in its entirety (i.e., Total Project Cost).
- Provide details concerning the allocation of the awarded funds (i.e., forecasted budget)

Forecasted Timeline

- Outline the projected timeline encompassing all construction phases and associated steps that will be utilized in the process of the project becoming operational. Provide a forecasted operational date.

Communication Plan

- Outline the anticipated scope of communication to *The Partnership*, including the content to be conveyed throughout all phases of project development and post- operational stages.
- Specify the projected frequency at which updates will be shared.
- Detail the method and structure by which the status of deliverables and milestones to relevant stakeholders will be communicated.
- Identify the designated point of contact responsible for facilitating communication and ensuring transparency throughout the project lifecycle.

Project Feasibility

- **Executive Summary:** A concise overview of the business concept, objectives, and key highlights of the plan.
- **Projected Profitability:** Provide details that display the forecasted profitability of the operational entity, i.e., Projected Income Statement.
- **Marketing Strategy:** Detailed plan outlining the target market, marketing channels, promotional activities, and customer acquisition strategies.
- **Organization Metrics:** Provide metrics of desired end users' annual revenue, organizational capacity, and years in business.
- **Market Research:** Comprehensive analysis of the industry, market trends, competitive landscape, and customer demographics to support business viability.
- **Safety and Control:** Policies, procedures, and measures to ensure safety compliance and risk management at the operational site.
- **Site Control Plan Communications:** Inform *the Partnership* of awardees plan for site control concerning the acquisition or leasing of property.

V. Community Impact

Applicants are to provide information concerning past and present examples of organizational community contributions. Successful applicants will also detail their plan to ensure community participation.

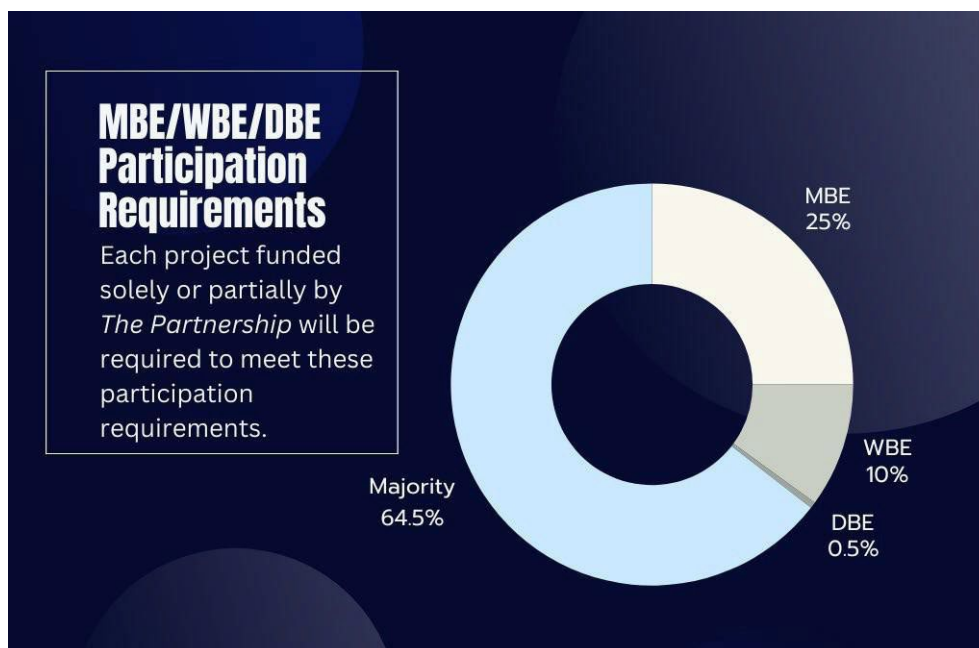
This section will detail the requirements of both *The Partnership's* Community Benefits and Small Package Set Aside programs. This section will also outline required inclusion metrics that must be met post-award.

Historical Community Contribution

- Explain the organization’s community contributions detailing fund allocation location, dollar amount, and recipients.
- Detail current methods of community contribution, if any, beyond financial.

The Partnership Participation Program

- Each project, funded solely or partially by The Partnership, will be required to include provisions regarding MBE/WBE/DBE participation as defined below.
 - **Minority Business Enterprise (MBE)** – a business that is fifty-one percent (51%) or more owned by one or more persons who are members of a racial minority.
 - **Women Business Enterprise (WBE)** – a business that is at least fifty-one percent (51%) owned by one or more women.
 - **Disabled Business Enterprise (DBE)** – a business that is fifty-one percent (51%) or more owned by one or more disabled individuals.
- The percentage of MBE/WBE/DBE ownership shall be confirmed via certification provided by one of the certifying bodies listed below or the applicant must provide evidence satisfactory to *The Partnership* of minority ownership.
 - **Tri-State Minority Supplier Development Council**
 - **Louisville and Jefferson County Human Relations Commission,**
 - **Commonwealth of Kentucky Finance and Administration Cabinet**
 - **MSD's Diverse Works Program**
- Each project, funded solely or partially by The Partnership, will be required to include provisions regarding MBE/WBE/DBE participation adhering to the percentage requirements outlined in the graph below.



The Partnership Small Package Set Aside Program

- Per The Partnership's Small Package Set Aside Program, 5% of the MBE/WBE/DBE participation requirement shall be set aside for MBE/WBE/DBE firms with a 3-year average revenue of less than \$500,000.00.

Participation Plan

- Potential Awardees are to provide a detailed description of their organization's strategy to ensure that the participation requirements outlined within this section are adhered to.
- Each awardee is required to comply with *The Partnership's* mandate of Net 14 payment terms implementation for each MBE/WBE/DBE participating firms.
- Each awardee is required to develop milestone-driven phase payment structures for ongoing scopes (beyond a 30-day duration) contracted to MBE/WBE/DBE participating firms.

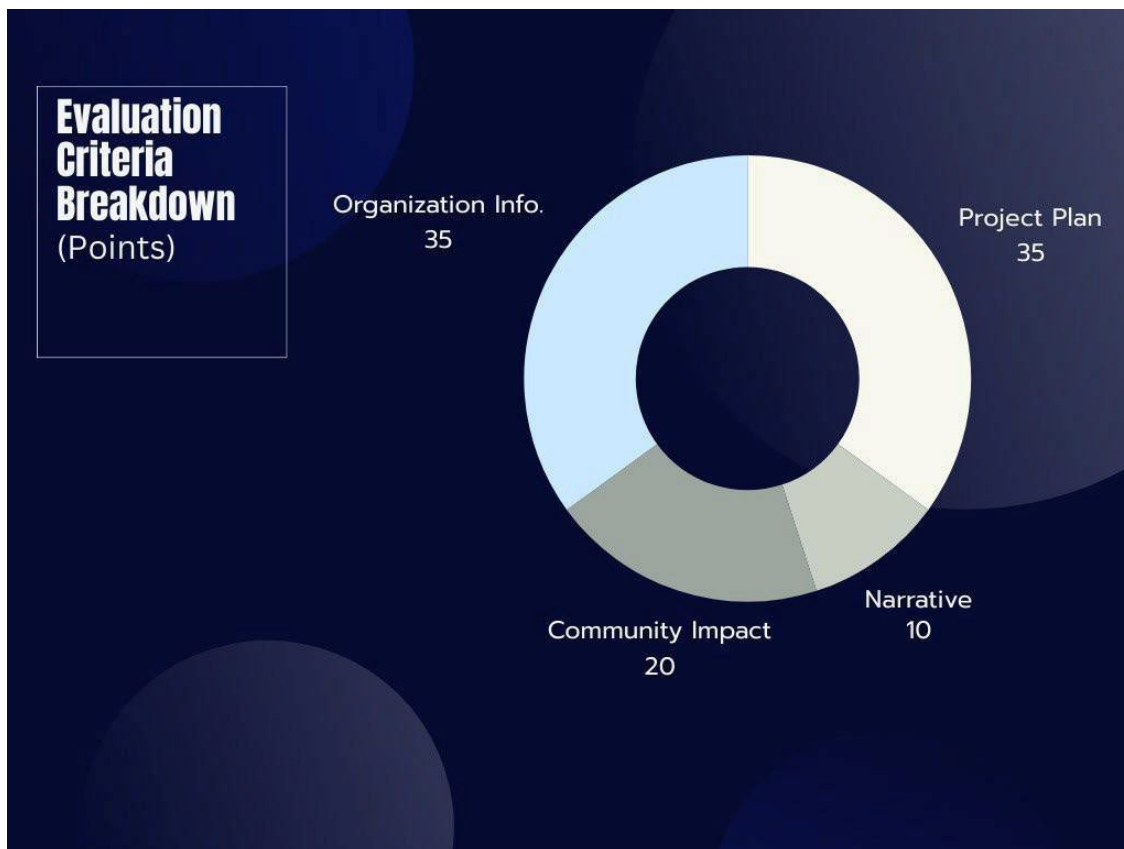
Community Benefits Program

- Awardees will be required to participate in The Partnership's Community Benefits Program. Awardees will designate an approved Louisville West End nonprofit entity to assist with providing employment opportunities, education, financial or in-kind contributions, volunteering, and more. The mandate is to promote an environment of equity and inclusion within the community.
- Designated nonprofit recipients are to be identified and approved before construction starts.
- Specific method and volume of contribution is to be submitted for approval along with nonprofit identification submittal.
- The total value of the contribution is required to be an overall minimum of 1% of the total project cost (includes direct financial, volunteer, etc.). Value is to be confirmed via an itemized report.

VI. Evaluation Criteria

Proposals will be reviewed and evaluated by a selection committee according to the awardee's relevant organizational information, the feasibility of the project, intentionality concerning community impact, and the project's value-added community impact. This selection committee shall provide a determination on fund award within thirty (30) days from the potential candidate's submittal. Specific evaluation criteria will include the following.

- **Organizational Info: 35 Points**
- **Project Plan: 35 Points**
- **Community Impact: 20 Points**
 - **Narrative: 10 Points**



VII. Compliance Requirements

Pre - Construction

- Compliance with this document.

During – Construction

- QA/QC Inspections performed by certified inspectors.
- Required project reports at intervals determined by The Partnership’s project managers showcasing the details below.
 - Forecasted and Actual Timeline and Budget
 - Status of Community Impact Metrics
- Regularly Scheduled Update Meetings.

Post - Construction

- Quarterly Operational Outcome Analysis for the initial 12 months of operations.

VIII. Acknowledgement Statement

As a potential awardee, we acknowledge The Partnership's dedication to the revitalization of the West End of Louisville. We understand the significance of addressing the weighted metrics outlined in the Criteria for Fund Eligibility document to be considered for funding, and we are committed to actively engaging with The Partnership to ensure our projects align with these standards.

We hereby acknowledge that we have read and understand the metrics and details outlined in this document. Furthermore, we attest that the signature of our company’s authorized representative has been voluntarily affixed to this document.

Company Name

Authorized Signatory

Title

Date